

The Life Of Valley Star . . . And Me

BY JUDY COLVIN

First of all, I would like to say to all the readers, if there are any of this story, that I am writing in everyday, plain English. There will be many words used in the wrong way, so bear with me as I tell this story in my own words.

It's pretty hard to really recall back everything to the exact beginning in reliving this story, but I'll try not to leave anything out.

Around this same time last year, my father, Mr Colvin, editor of the Valley Star, approached me with the idea of starting some type of paper for the community. Well, the idea didn't sound too hopped to me, but each person is entitled to his own thoughts. Myself, I thought the idea was really jive, the first thing I said, "Ain't nobody going to read no paper!" Really, I sure thought it wasn't going to become of anything. Mainly because so many people have tried to administer a paper (many blacks) and it just didn't hold out too long. In the first place, I sure didn't think he was serious. But he proved he really was. What was so funny was every week just about, he'd come to me and say, "Judy, I got a good idea," this really tore me up. I was always a part of his beautiful ideas. All these different suggestions were really bogging me down, because being the only girl in the family, with four younger brothers, I was thought of as the mopist, the dishwasher, the housekeeper, and the mother. Almost forgot the typewriter too.

How tired I got, "Judy This, Judy That," he really bugged me for my little help, but it must have meant a whole lot to him. What really killed me was he had the nerve to even ask me if I would like a job doing some reporting for him, going through the neighborhood and take some pictures, and things like that. Heck naw, I said, "I'm too ashamed." If people would see me doing something like that, they would probably think I was crazy.

I was in my teen years then, and you know us girls when we get up in those years, we ain't got time for nothing but trying to look good. Didn't really stop and think, it could be a little income, I could get a little news, and maybe try and look good all at the same time.

He kept going on the idea on the newspaper, and began searching for a good name to call it. Oh yes, anybody who made it through our door at home he made it clear, suggestions were being taken. I still didn't believe in his idea, so I just sat back, laughed and joked about it.

Finally he found the name. He had already made me type news, and ads for him. He went to press. All the work and non-understanding hours involved, put out the first Valley Star News on November 21, 1970 at 1604 Tuscola Street, Saginaw. He came home with the biggest stacks of papers I had ever seen tied together.

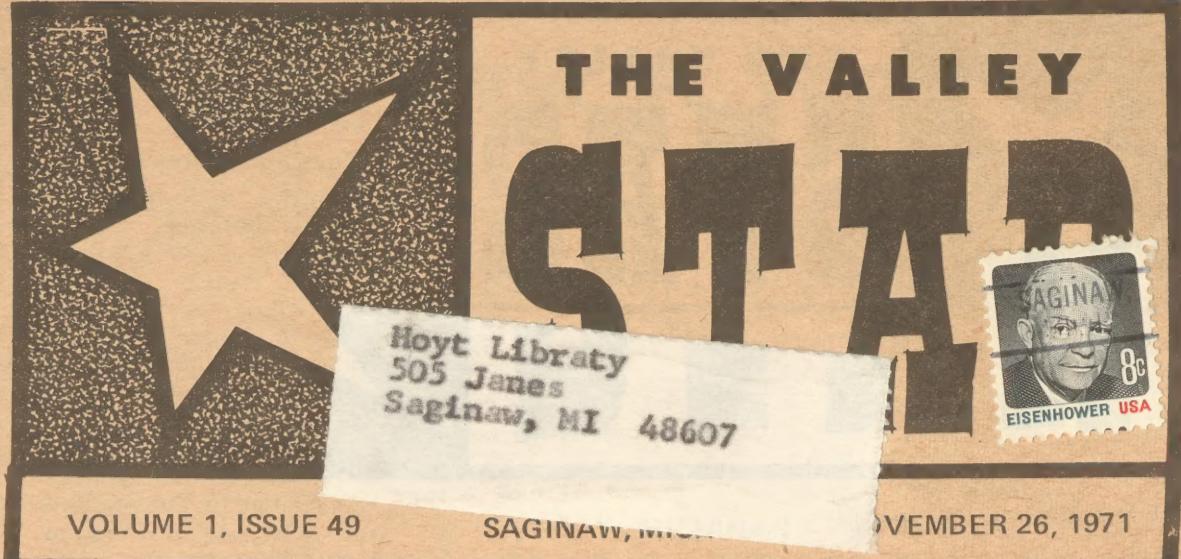
Then it was my brothers' turn, everyone of them had to sell papers for their allowance. Door to door, house to house, "Want a Valley Star?" PLEASE!! is what they recited after school hours. Then the paper sold for 25c in grocery stores and some other public businesses.

The paper was trying to survive at this period. Dad would meet the public to get news. The special attraction was the American Legion on Wadsworth Street. He would go down and get pictures of the youth of today, (some older) taking part in the "Legion's" Wednesday night entertainment. This sort of broke-the-ice for the paper. Everyone wanted their picture in the Valley Star, "Doing their THANG". Those who weren't getting their picture taken, were just "checking out the others." The paper was really hot then.

One of his big stories in that day was the Strike Settlement, Dad interviewed the chairman of the Local 668, Mr Eunice Williams, announcing a fantastic unprecedent work improvement in Saginaw local factories. I'm sure everyone was glad to hear this.

See THE STAR, pg. 12

The Valley Star And The Model Cities News Are FREE Take One



A 'Star' Is Born And Shines Brightly

Before November 1970, Alonzo Colvin, known to friends as Jim, knew only that there was a great deal more to life than 8 hours a day for General Motors, and that when his chance came he was ready to take it.

Then just a few weeks before Thanksgiving, a friend who was planning to begin printing a small neighborhood newspaper gave him the idea he was looking for. With the business and neighborhood contacts he had established over the years, it was just a matter of getting some expert advice on the technical aspects like printing.

But expert advice is where you find it, so there was a great deal of legwork to be done.

The trail began with the publishers of other neighborhood papers, from the Buena Vista Township Times, to the Bridgeport Future, to the people who publish Saginaw Township's newspaper. The leads were often slim and the hours long. But finally, someone suggested a printer named Rudy Petzold, proprietor of The Tuscola County Advertiser in Caro, thirty miles from Saginaw.

Mr Colvin's first trip to Caro, the young printer showed himself to be a craftsman and a shrewd businessman, but a fascinating and likeable fellow as well. In the months ahead, he also proved to be the most loyal of friends.

Rudy introduced to Mr Colvin his friends, Dick Allen and Eddie Kukulski, two more newspapermen.

They, like Rudy, were excited and challenged by the idea of helping to start a brand-new newspaper. The four men put their heads together and quickly laid out a tentative format for the new paper. They selected and designed a masthead for the front page.

Rudy, Dick and Eddie, as they are now known by the Valley Star staff, began giving suggestions about news stories and photo ideas, as well as pointers on how to set up the paper for printing.

On November 21st, within



Larry Abernathy receives certificate from Valley Star Publisher for purchasing the 1st copy of Valley Star News. He is being awarded with a gift certificate in return for the 1st copy.

one week of the original Caro brain-storming session, the first issue of the new Valley Star was in the hands of its first 2,000 readers.

That Friday, and on every Friday since, the Valley Star has met its readers with good news, news about their own churches, social and service groups, their friends and even themselves.

At first, the Valley Star was strictly a family venture and the eight page publication was prepared in Colvin's Tuscola Street apartment. Many articles were contributed by volunteers, like Joyce Williams of the City Housing Commission, while occasionally a series, like Nick Hall's articles on his European tour, might be purchased when finances permitted.

Soon it became necessary to add a part-time typist and the Valley Star was very fortunate to acquire the services of Miss Jane Cornejo. Jane was set to work at a rented typewriter at the dining room table of the Tuscola Street apartment. She turned out to be not only a fine typist but a charming receptionist and a marvelous organizer. Her skill and hard work helped keep the Valley Star "on the street" during those critical early months.

Also during this time, Dick and Eddie, our friends from Caro, continued to help,

giving suggestions and information on how to produce a better paper. One evening they made a visit to Saginaw and held a discussion for the Star's young volunteer reporters. They gave pointers, answered questions, discussed new reporting ideas and generally taught the reporters that newspaper work can be a lot of fun.

Through the winter, the Valley Star made friends, added new advertisers, quadrupled its readership and gained support in the community.

In the spring, when Colvin learned that the local Model Cities program would soon be required to have a news publication the Valley Star submitted a proposal offering to provide this badly needed service.

The proposal was approved and in June 1971 the Valley Star moved to a downtown office and began publishing the Model Cities News as a separate paper.

Since an office needs a receptionist, the Star took on a fulltime employee, a delightful lady named Demene Hall. Already well-known in Saginaw for her modeling, dramatic work and teaching, she continued to make new friends as a reporter and top-notch interviewer. She also wrote her



See A STAR, pg. 2



THE VALLEY STAR

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Star And Staff

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A Star Is Born

Continued From Pg. 1
own series of columns on
women's liberation.

Demene was a lady of great
courage, charm, wit and
spirit. When the time came
for her to return to Oakland
University in August, she was
given a tearful farewell with
hearty good wishes.

Meanwhile the office had
been redecorated, paneled
and carpeted by the landlord,
that generous but tough-
minded businessman, John
Zestos.

The Valley Star still had a
struggle making ends meet,
and some weeks meeting that
printing deadline was not
easy. But the Star had sur-
vived the most critical
period, and behind the
struggle, there grew a con-
fident knowledge that we
were going to make it, that
nothing had kept a single
issue of the Star from hitting
the newsstand so far, and that
chances were that nothing
would in the future.

After several temporary
employees, a permanent
replacement was found for
the absent Miss Hall, in the
person of the boss' daughter,
Miss Judy Colvin.

Judy's spirit and saucy wit
made her friends everywhere
she went, from Houghton
School the first day of school,
to the ground-breaking
ceremonies at the new Civic
Center, complete with the
City Council. Judy has done
extra duty as reporter, in-
terviewer, and photographer
as well as her official position
as reporter.

Now with a permanent paid
staff, including Judy as
reporter and Gloria as clerk-
typist, several key volunteer
reporters, and recently Miss
Jackie Pryor as special
assistant for photo and lay-
out, the Valley Star can
celebrate its first an-
niversary with the capacity to
handle any story in the best
interest of the community
and the assurance that this is
the first of many an-
niversaries to come.



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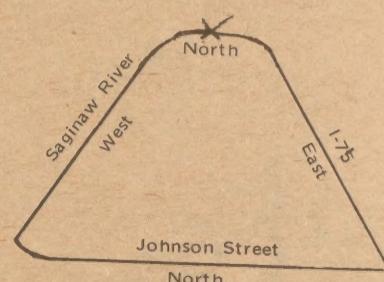
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The Star Looks Back Over A Year

BY CHARLENE BACON

In the past year, the Valley Star has been able to bring its readers many kinds of news, some by formal invitation, some by determination and some by sheerest chance. Here is a brief review of those stories.

December 5, 1970 — Judge Crockett Addresses Banqueters.

At the Eleventh Annual Frontiers Banquet, held November 29, 1970, in the Bancroft Hotel's Crystal

Room, Carl Poston was the master of ceremonies. He introduced Versie Reynolds who received the Frontiers Service Award. The main speaker was the Honorable George W. Crockett, the Detroit judge who presided over the New Bethel Incident Trials.

December 5, 1970 — Mishap Injures Several Persons

The Star regretfully reported a serious accident that had occurred at Lapeer and 11th Streets, with a plea

for better and more careful driving in our neighborhood.

December 5, 1970 — Hampton, Dixieland Delight Crowd

Lionel Hampton and his jazz orchestra along with the New Reformation Dixieland Band presented a tremendous concert at Arthur Hill High School on November 29, 1970.

December 19, 1970 — The Star takes a tour of St. Joseph High

The principal, the faculty and most of the students livened up the Star's Thursday tour of St. Joseph High School, by giving their reasons for staying at St. Joe's.

December 19, 1970 — Distinguished Group Attends 11th Annual Event

The Saginaw Progressive Women's Club held its 11th annual Christmas dinner at the Diplomat last Sunday.

December 24, 1970 — Holiday Beauty

The Valley Star printed a full page of photographs of neighborhood homes beautifully decorated for the holiday.

January 9, 1971 — Neighborhood House offers varied programs. Gary is Named Young Man of the Year.

Vernon Lee Donal, of 1613

Syracuse, was the Star's paper boy of the week. He is the son of Mr and Mrs Cleveland H. Donald.

January 16, 1971 — Former Resident Climbs Upward

Saginaw native, Donald Johnson tells the story of his journey from a factory job at the Chevrolet Foundries to his position as Executive

Director of the Ann Arbor City Housing Commission.

January 23, 1971 —

Last week, Opportunities Industrialization Center was presented with a mini-bus, by the youth of the First Congregational Church on behalf of the Roswell Burrows Memorial Youth Fund.

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After A Year . . . The Star Looks Ahead

BY HELEN E. HALL

Generally, we tend to take the newspaper, any of them, for granted. We read it daily or weekly; exclaim about its rising cost and criticize or commend its contents. Yet, we sometimes forget to realize that the efforts to inform, entertain and relate to all facts of the community are endless — from the first written word to the last printed one.

The Valley Star Staff and volunteers have been just that busy during the past year. It has told stories that relate directly with our own community and has kept its subject matter relevant at each printing.

It is the aim of the Editor to entwine all cultures of the community. This, in turn, enhances those cultures by ferreting out opinions and problems and publicizing events in all walks of life.

It is the desire of the editor to continue this policy in the future — because it has long been his feeling, as so many of us, that a good community is an informed, amalgamated one and the newspaper should play an integral role in implementing ideas toward achieving that goal.

Understandably, all newspapers need constructive criticism; but those people who offer it should also be willing to contribute a little of their time toward effecting satisfactory results.

Primarily, the Valley Star is concerned with being solely a community paper, with all

news geared to local interests and activities. Therefore, with full public cooperation along these lines, the Newspaper has to improve.

In the future, new writers and articles will be added; new features and a broader local coverage of community affairs, both public and social, in order to report on all aspects of the community

life.

Finally, the Valley Star wishes to be a pillar of communication between the school and students, parents and children, law enforcers and law breakers, rich and the needy, the aged and the young, the government and the people. In fact, society and all its racial and ethnic groups.

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Big Brothers of Saginaw will be changing its office hours, effective Monday,

January 3, in order to more effectively serve its clients, Big Brothers, and the general

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Two new board members were elected to the Big Brother Board of Directors. They are: Norman H. Meyer, 11381 Roosevelt Rd., president of UAW Local 699 and Page Trapp, 4022 Morris,

inspector of Saginaw Metal Casting and District Committeeman of UAW Local 668.

Approximately 140 boys still need Big Brothers. We hope that the spirit of the holiday season will inspire many men to give a few hours of time each week to help a fatherless boy. Call 755-6558 for information or visit the Big Brother office at 1910 Fordney across from the YMCA.

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Civil Rights Commission Issues Special Statement

The Michigan Civil Rights Commission at a special meeting today, issued the following statement:

On November 3, 1971, Governor Milliken addressed the people of Michigan for the stated purpose of making two "major announcements" and placing "in proper perspective the issues of inter-district busing, school financing, property tax relief and other questions which go to the heart of elementary and secondary education in Michigan."

The Governor's voice has joined with others so prominent on the Michigan scene in turning the discussion of our failure to provide equal educational opportunity...the most trying domestic issue of the day...into a controversy about a yellow bus.

The Michigan Civil Rights Commission is disappointed that the Governor has committed this state to a legal challenge of a court decision which is yet to be finalized in the case of Bradley vs Milliken.

The Commission was not among those who had counsel with the governor this past Wednesday. It did, however, correspond with his office on October 21, 1971 to discuss the preliminary finding by US District Court Judge Stephen J. Roth. In our judgment, there is little basis to dispute the findings of fact and conclusions of law in the preliminary opinion issued by the Court. During the course of the litigation, the Court accumulated an elaborate and detailed record. Judge Roth describes the reality that black youth have been illegally confined to segregated, inferior schools within the Detroit school district.

The continuing public response to the Court's ruling has focused on the busing of students as a means to eliminate segregation. Few voices have spoken to the full import of Judge Roth's deliberations and to final Court rulings involving the school districts of Pontiac and Kalamazoo. The Commission suggested in its letter

More Investment Needed for Aid to Minority Businesses

American business institutions have been asked to establish at least 100 Minority Enterprise Small Business Investment Companies by the Federal government.

The objective is to combine money with management know-how to help minority entrepreneurship, and to provide some of the seed money minority Americans need to go into business for themselves.

In the federal campaign to shift \$100 million of deposits to minority banks, \$65 million was to come from the private sector. Of the \$25 million already shifted, \$5 million or 20 per cent has come from General Motors.

to the Governor that the State of Michigan, its officers, the Board of Education and the Civil Rights Commission must acknowledge the implications of these several Court findings for other local school districts where similar circumstances prevail. The Court speaks of an affirmative duty which the State must incorporate in all areas of its operation and in all decisions affecting educational and housing opportunities.

It should be noted and understood that the action which the Governor anticipates will have no legal effect on the school districts now functioning under court order. While the Governor indicated "we must, consider this whole issue in a climate of reason...not rage," it may well have the opposite effect because it offers false promises.

Obviously, the Governor is persuaded that there is some lack of clarity in the court record and in the preliminary findings of Judge Roth. He particularly denies government's historic role and complicity in the creation of segregated housing patterns and segregated educational systems.

In the seven and one-half years of the Commission's existence, it has seen specific instances where minority group members have been denied equal treatment and equal access in the area of housing and education. We have publicly expressed our concern over the unevenness of government attention to its enforcement responsibilities. It is on the basis of this accumulative experience that

the Commission accepts the Court's description of collective complicity.

Governor Milliken in his remarks of this week and on numerous occasions has indicated his commitment "to the course of human rights...of equal rights...in such vital areas as housing, job opportunities and education." He has consistently acknowledged that inequities do exist and that they must be corrected.

Little in the Governor's remarks, perhaps with the exception of school finance reform, offers much promise

or hope for improving the quality of education available to young Ronald Bradley and the other 185,000 nonwhite students in the Detroit Public Schools.

Even as the State moves to establish fiscal responsibility and equity in educational financing, the Commission would urge state and school officials to consider actions which will improve the educational program available to Detroit youth today.

We are at a point in history when racial polarization is as great as it has been since

1943.

The 60's were marked by the accomplishment of significant symbolic legislation and judicial gains.

The 70's must be characterized by the full implementation of the law.

The Executive Branch is being called upon to do its part to take those administrative and executive actions which will make a living functioning reality of the promises which are described in the fundamental, basic laws of our land.

Further delay is unconscionable.

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Prince Hall Chapter opens.

**Prince Hall Chapter
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The Prince Hall Grand Chapter OES for the Michigan Jurisdiction, School of Instruction was opened at the Archer A. Claytor School in Saginaw Saturday November 20, 1971 by Mrs Magnolia L. Taylor, Grand Worthy Matron and William R. Marshall, Grand Worthy Patron.

The instruction was presented by Mrs Gertrude Thomas, Grand Lecturer. Assisting in the dissemination of instruction throughout the year are the District Deputy Lecturer, Mrs Ollie Duckworth, Mrs Elizabeth Morse, Mrs Marie Smith, Mrs Hattie Stewart, Mrs Augustine Jones, Samuel Motley and Prince Bullen.

Ideals of the order are subscribed to by each member of the 50 chapters for good citizenship and christian principles as exemplified by five heroines of the Bible, Adah, Ruth, Esther, Martha and Electa. An on-going promotional effort of this Grand Chapter is to maintain its scholarship fund. A number of young adults are being aided throughout their

college career by this fund. A special thrust last year under the administration of Mrs Ethel B. Nelson and Mr Henry Herd Jr was a Prince Hall Charity Day for Mother Waddles.

Past Grand Matrons and Patrons, Past Grand Royal Matrons and Patrons invited to sit-in the Grand East were: Mrs Jimmie Lee Taylor, Mrs Ruth Leonard, Mrs Willa Clark, Mrs Ethel B. Nelson, Mrs Wilhelmina L. Stallworth, James Clark and Raymond Woods.

Present Grand Officers pictured are: Mrs Magnolia Taylor, William R. Marshall,

Mrs Leola Williams, Ollie Bell, Mrs Zena Perkins, Mrs Lucille Davidson, Mrs Lillie Logan, Mrs Lula Black, Mrs Gertrude Thomas and her District Deputy Lecturers: James O. Mason, Mrs Juanita Higbiebotham, Mrs Beatrice Webster, Mrs Mary Watkins, Mrs Emily Smith, Mrs Irene Holt, Mrs Birdie Stallworth, Mrs Mary DeLyles, Mike Williams, Leon VanHook, Mrs Susie Harvey, Mrs Lula Holley, Mrs Geraldine Robertson, Mrs Mary Marshall and Mrs Dorothy Williams.

Bethel Chapter No 23 of Saginaw was the host chapter, Mrs Oena McCray is the Worthy Matron and Leonard Berry is Worthy Patron.

Other officers of Bethel Chapter are Essie Cunningham, Hayes Brown, Christina Goines, Ella Crittendon, Minnie Evans, Ernestine Evans, Lillian Robinson, Lorraine Alexander, Lillian McComas, Katherine Falls, Elaine Lewis, Viola Hawkins, Novella Hames and Actonia Little.

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Weekly African Section Begins In The Chronicle

Edited by Paula Hankins

If you've read recent articles in African culture published in this newspaper, you've witnessed Phase 1 of the Michigan Chronicle's campaign to end the schism between the American Black and his African brother.

Phase II will begin next week with a new African Affairs section devoted to stimulating an awareness of the heritage common to all Black men.

"Apathy," said Paula

Hankins, who will edit the section, "is the basis of many misunderstandings that force Americans and Africans to opposing poles.

"My primary goal is to open the lines of communication and motivate an interest in other people with similar social struggles. I want to instill a sensitivity for caring on the part of Black Americans.

"I hope to use the information on the African Affairs page to motivate

Michigan Chronicle readers in taking an interest in events which not only occur in Africa but all over the world."

Miss Hankins added that a dichotomy arises when Black Americans aren't even willing to identify with the African who has transcended tribal barriers and has acquired an education. The attitude of some Blacks is hostile and results in another conventional notion which label Africans as a snooty people.

"These stereotypes have got to go because they not only are limited to African people but to the whole African culture," she said. "Knowledge will help in understanding Africans and will promote a better relationship.

"The ordinary means of communication — TV, radio, books and newspapers don't contain information about Africa except when there's an invasion.

"To my knowledge no other paper in the U.S. has featured an African affair section," she said. "And it's good that The Chronicle is the forerunner in this area."

The material found on the page will deal with political, social and cultural phenomena. A few Africans, corresponding directly with The Chronicle, will insure current reports on developments in liberation struggles in Africa.

Another standard feature will be in a question and answer format to deal with reader's questions on African history in particular and also any questions on its international ramifications.

"Local student talent will be encouraged with the publication of their art work," Miss Hawkins said. "Their drawing will complement each week's theme."

All junior high teachers interested in submitting art work of their students should drop a line to Miss Hawkins in care of The Chronicle. All high school teachers interested in having their students work on the question and answer history section are invited to do the same.

Articles on laborers, women and students will be featured and will focus on their place in the freedom force.

The Chronicle's aims in Phase II are to stimulate

awareness, eradicate apathy, motivate interest and abolish stereotypes.

Phase III will be up to you.

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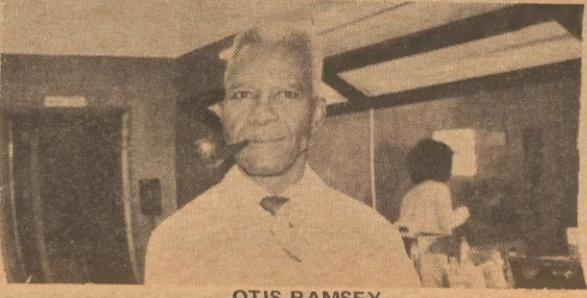
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RIBBON TRICK

This is the time of year the "string savers" come into their own. If you carefully unwrapped Christmas gifts last year, then folded papers and rolled up ribbons, now's the time to look over your savings. You can make ribbons look and feel like new, even tie like new, with spray sizing. Magic sizing, sprayed on as you press, turns last year's limp loot into "like new" trimmings for this year's gifts.

Thanksgiving Is A Time To Count Your Blessings.

It's a time to give thanks for this great country, our families and all the many things we have and are able to do without fear of reprisal. We at RICHARD'S SAGINAW DODGE wish to thank you for your patronage and wish you a most HAPPY THANKSGIVING.

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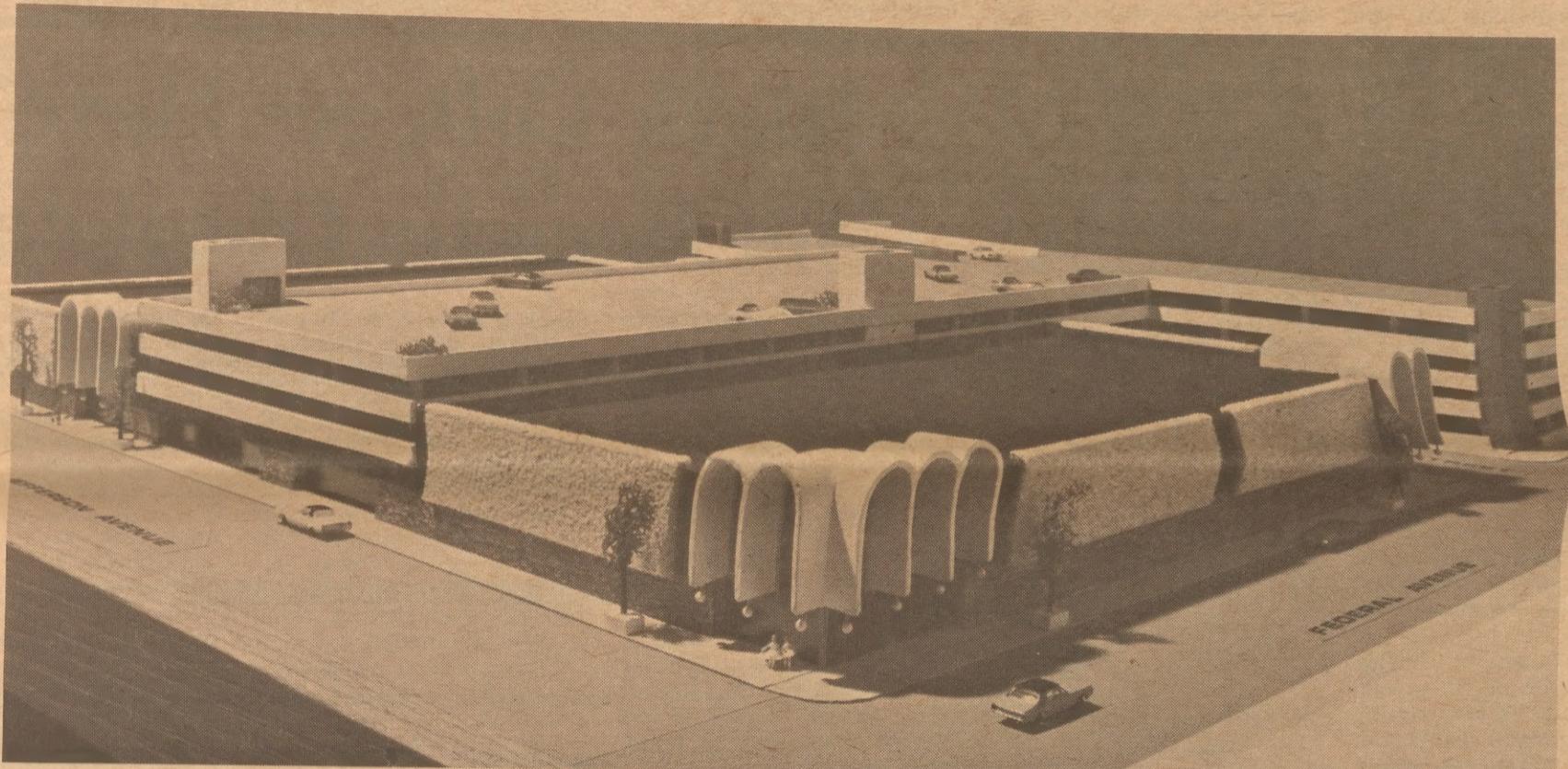
HODER NEED



VOLUME 1, NO. 21

NEWS THAT YOU ARE A PART OF

NOVEMBER 26, 1971



Greater Downtown Saginaw gets a new face lifting from proposed Jefferson and Baum Parking/Shopping Complex

Jefferson - Baum Complex Proposed For Downtown

A 142,000 sq. ft. combined shopping and parking complex is proposed for downtown Saginaw in the area bounded by Federal, Jefferson, and Baum Streets. The area presently contains Jacobson's, the Jefferson-Baum Court Arcade, and the city-owned Baum Street Parking Ramp.

Referred to as the Jefferson-Baum Center, the proposed project would be achieved through the cooperation of the local government and business leaders in a \$5,000,000 building program which will include the expansion of the

parking ramp, construction of additional buildings, and the remodeling of existing structures. When completed, there will be a total of 1,000 ramp parking spaces, a remodeled Jefferson-Baum Court Arcade, and additions to Jacobson's which will include a furniture store, a men's store, and a restaurant.

The extensive "super-block" proposal joins the other planned projects that are sparking the growth of Saginaw's Central Business District: the new Federal Building, the Bell Telephone addition, Arena and Civic

Center, Downtown Mall, and the opening of I-675, linking downtown Saginaw with the greater Saginaw Valley-Flint Metropolitan area.

The project will include a 10,560 sq. ft. extension of Jacobson's second floor over the existing one level portion on Baum Street. Both the interior and exterior of the original Jacobson building, opened in 1955, will be completely renovated. A 14,400 sq. ft. Jacobson addition will be constructed on the former YWCA property between Jefferson and Baum Streets. A two level 56,800 Jacobson Store For The

Home will be built on the present parking lot properties bound by Jefferson, Janes, and Baum Streets.

Between the two planned Jacobson buildings is the Jefferson-Baum Court Arcade which will be connected by a climate-controlled pedestrian walk-way to all areas of the completed complex. Also included in the plans are elevators linking the Arcade with the proposed extension of the parking ramp.

The additional parking planned for the project will be

Schools Belong To Community Is Philosophy

Philosophy of the Community School Program. Schools are the property of the community. Merely because the traditional school day ends, is no reason to curtail the use of the facility. A community consists of more than children who attend a particular school. Parents, aunts, uncle, grandparents, and activity groups too numerous to mention, could benefit from the many services an otherwise dormant building could provide.

In short, people deserve and desire to use a building close to home to meet friends, learn hobbies, share experiences and community in various activities for personal gratification. The community school will be such a place.

It is our responsibility to strive for this community involvement which in turn ignites a sense of community pride and positive school attitudes.

Mr. Felix Lewis Jr. is the Community School Building Representative at Arthur Eddy Jr. High School. He is a former life insurance salesman, and is now attending Delta College. His primary function is to assist the Community Education Coordinators in the implementation of the Community School Program in the designated Neighborhood Centers, to act as the liaison between the community and its school.

Mr. Lewis' major responsibilities are to provide participant and visitor assistance, make referrals of problem areas to the proper personnel, assist in program preparation and closure, assist in interpreting the school program to the community, and to perform routine clerical and supportive duties.

Edward Smith, a student at Saginaw Valley College, works at the school in the evenings, along with Tony Gray and Al Garcia.

These three are the

Community School Recreation leaders. Their primary function is to assist and work with the Building Representative in the field of recreation and other enrichment activities. Their major responsibilities are to organize and supervise individual and team games and other recreation activities, provide an adult role model for participating children and to assist in program closure.

Dale Purchase is the pool director for the Community School Recreation, he is also a Special Education teacher at Arthur Eddy School.

Life guards are Mike Buza and Tony Gray who works with Mr. Purchase, Mr. Smith also works in the pool with Mr. Purchase.

Under the Education department there are different fields such as Small Engine class presently taught by Marvin Sweigart and Ed Colver, which is a 10-week course. Artie Johnson cooking class is held on Tuesday and Thursday. Rosie Hall sewing class meets on Tuesday. Guitar lessons, taught by Frank Johnson are held on Wednesdays. Larry Rehak, head of Girls Clothing Design Class, meets on Tuesdays. Asthmatic Exercise and Swim Program (Red Cross), a 10-week

course, October 21 — December 30, is held on Thursdays.

The Community School Recreation held at Arthur Eddy Jr. High, funded under the Saginaw Model City Program, has been in operation 4 weeks and has made considerably good progress.

There will be more programs for the community, such as more games, club, skating, dances, adult night, and family programs.

The school is open from 5:00 to 9:00 p.m. Boys nights are Monday and Wednesday, and girls are Tuesday and Thursday. New hours schedules will be in effect the first of next month.



FELIX LEWIS JR.

Black Colleges Have Not Become Obsolete

DETROIT — Events have not made the nation's predominantly black colleges and universities obsolete, Richard C. Gerstenberg, vice chairman of General Motors, declared this evening.

"Instead, our times have given them new — and, in many ways, more challenging opportunities," the GM executive told a dinner audience of more than 500 persons. The first annual dinner at the Latin Quarter was arranged by the Detroit Inter-Alumni Council of the United Negro College Fund, Inc. (UNCF).

Mr. Gerstenberg said that black schools are responding to these challenges.

"They are helping this country extend the opportunity of a college education to ever increasing numbers of young people," he continued. "They are expanding and diversifying their academic programs. They are keeping pace with the broader career opportunities now open to their students. And they are sharing with the rest of our educational system their long and successful experience in educating the disadvantaged black student."

Throughout the nation, the UNCF is seeking \$10 million in its 1971 fund-raising campaign. At the dinner, Mr. Gerstenberg, who is vice chairman of the UNCF national corporations committee, reported that the committee has received \$3 million thus far toward its record \$5 million goal in corporate gifts this year.

"There may have been a freeze on prices and wages," he said, "but there has been no freeze on corporate gifts."

While saying that UNCF colleges "have never been more in need of our help," Mr. Gerstenberg also noted that these schools "have never been stronger — they have

low-interest or interest-free loans to such minority-run projects as urban housing. We can increase our purchases from minority suppliers. General Motors and a growing number of other major corporations are active in all of these fields. But we can do more — we must, and we will."

Mr. Gerstenberg said American business can also "do a better job" in implementing its policies of equal opportunity in employment. Nor is it enough, he added, to simply give a minority man or woman a job. "What they need today, is not only more jobs but better jobs," he said, and further, "every man and woman should have the opportunity to move up to a better job."



Officer Cross with Police Community Relations, takes a minute to read a Valley Star.

CDA Staff

Jack Chapis	Administrator
Phil Albarez	Temporary Administrative Intern
Angeline Vernon	Equal Opportunity Officer
Gilberto Guevara	Spanish Coordinator
Otis Jackson	Accountant
Linda Mills	Clerical Supervisor
Liz Dugan	Clerk Typist
Harriet Gibson	Clerk Typist
Kaspar Zeltkalns	Planner
Bill DeBrodt	Manpower Planner
Ace Lopez	Education Planner
Betty Smith	Citizen Participation Coordinator
Sam Perkins	Community Developer
Enos Marquez	Community Developer
Pam Simmons	Neighborhood Worker
Claudia Wills	Neighborhood Worker
Thelma Richardson	Neighborhood Worker
Rosetta Harrell	Neighborhood Worker
Margaret Coleman	Neighborhood Worker
Sara Esparza	Neighborhood Worker

THE PEOPLE SPEAK...



Great Improvement

Rose M. Smith, mother of three, who is posing for Model Cities Valley Star News with her youngest child lives at 122 N. Weadock. She feels Model Cities has made great improvement on housing, recreation etc. She said "I also feel that this program should have had affect a long time ago and maybe things and living would be a little cheerful, only in a sense."

Housing Improvements

Stating there should be more improvements in the homes of the Model Neighborhood, Miss Cleo Laury of 1326 Athens, feels more improvements can be done by the owners. That's the trouble with the world today, everyone thinks someone else has to give them a helping hand, some sort of push-off or something. Miss Laury thinks there are some things you, yourself can do.



Be More Appreciative

The Model Cities Program has done a pretty good job in the community and have helped quite a bit. Mr. Will Sims, 615 N. 6th feels Saginaw should be grateful to such a wonderful program in its city, that can offer opportunities and education to those who are willing to benefit from it. Mr. Sims would like to attend meetings, but he stated he doesn't get out much now.

More Can Be Done

Junior Haygood, left, C. T. Walker, center, and Mack White, right, Model Neighborhood area service station operators, feel by working the Model Neighborhood residents and in the area, they see the problems from the grape-vine, and there is much more to be done that really hasn't been. The three stated, through their own eyesight they have not seen any physical improvements where they should be some. Monies that granted to area residents could be used to fix many broken and roofs, which are in many cases hazards for families living under them. Many of these families don't have the money to do their repairs, and don't know this money is available to them. So Mr. Haygood, Mr. Walter, and Mr. White feel more can be done.



Wants To Know More

Miss Jackie Edwards, 1708 Syracuse feels Model Cities is a very good program, with many interesting ideals. She feels the program is helping the community, and the Black people of the city. Jackie stated she would like to get involved, but doesn't know for sure where the programs meetings are held in the community, or at the office. Also she made it very clear that she hasn't met her area representative, and would like to do so. She feels there should be more publication of schedules of the Model Cities Program meetings.

Someone Is Trying

Mr. James Chapman, 123 N. 10th Street, feels that the Food Stamp office at the Multi-Purpose Center was a very good idea. He thinks Model Cities is trying to help the Black people of the community and this is very good. Usually everyone is only trying to help themselves, and its good somebody is trying to help someone else. According to Mr. Chapman, there is still quite a few needed improvements that has to be done for his neighborhood and he is sure, many more feel the same.

RECEIVING TELLER I — \$5,726 - \$6,447.

THE POSITION: Duties involve receiving, disbursing and accounting for money according to well established procedures, and general clerical work performed under general supervision.

REQUIREMENTS: Education, training, and experience equivalent to graduation from High School and one year of experience in general office work including handling of money.

EXAMINATION: Examination to consist of the following: Written, 60 percent; Oral Interview, 40 percent.

APPLICATION PROCEDURE: Applications will be accepted by the Personnel Office, Room 104, City Hall until 5:00 p.m., November 26, 1971.

OPEN TO EMERGENCY EMPLOYMENT ACT APPLICANTS.

Program Challenges Youth to Help Find Problem Solutions

A youth-oriented program, called "It's Your Turn," challenges young people to plan future careers which will be useful to mankind.

Sponsored by Fairchild Industries of Germantown, Md., the program includes: a thirteen-minute color film, several one-minute public service radio announcements, and a brochure for distribution to students. All cite the importance of technology in solving the problems of the world.

"The purpose of the program is to present the challenge of such problems as exhaust emissions, polluted streams and lakes, birth defects, and congested highways and to suggest that young people use technology and direct their imagination, talents and skills to improving the country and the world," explained S. C. Paton, Corporate Director of Public Relations.

Tests are being made in two plant areas: Montgomery County, Md. and Forsythe County, N. C.



"When the average American shouts for unity, he means that others should fall in line with his views."
—N. DeVane Williams, Holmes County (Fla.) Advertiser.



We welcome all questions and letters to the editor. Deadline for news is 5 p.m. every Tuesday evening. If you are not receiving your Model Cities Newspaper, please contact us at the above numbers.





Job Opportunities Listed By City

ASSISTANT FINANCE DIRECTOR — \$12,900 - \$18,300.

THE POSITION: The City of Saginaw is seeking an Assistant Finance Director in all phases of the Finance Department. This is highly responsible staff work in assisting the Director of Finance in the administration of the department including the preparation of the budget and research studies of systems, policies practices, and procedures of the municipal organization.

REQUIRED KNOWLEDGES, ABILITIES, & SKILLS: Extensive knowledge of the principles and practices of public administration, municipal finance, budgets, and systems research. Thorough knowledge of modern office management.

SALARY & BENEFITS: Salary \$12,900 - \$18,300. May start above minimum dependent on qualifications; progression to maximum determined by performance rather than time in grade. Three weeks vacation after one year, eight holidays, city paid hospitalization, and life insurance, twelve sick leave days annually, liberal retirement program.

SELECTION PROCEDURE: Will consist of an interview and review of background. Applications will be screened and candidates considered best qualified will be invited for interview.

QUALIFICATIONS: Graduation from an accredited four year college or university, and five (5) years of professional experience in municipal government administration including finance, management research and budgeting. Masters degree in public administration or CPA not required, but would be helpful.

APPLICATION PROCEDURE: Apply to

Personnel Director, Room 114, City Hall, Saginaw, Michigan 48601.

OPEN TO EMERGENCY EMPLOYMENT ACT APPLICANTS.

LANDSCAPE ARCHITECT — \$10,924 - \$12,382.

THE POSITION: This is supervisory and professional landscape architecture work in the development of park and other land areas, performed under general supervision.

Duties involve preparation of technical plans for the development of park and recreational facilities and supervision over other employees.

QUALIFICATIONS: Knowledge of Park Development. Ability to communicate effectively concerning ideas and park plans.

TRAINING & EXPERIENCE: Education, training, and experience equivalent to graduation from college with a degree in landscape architecture and some experience in landscape architecture work.

SALARY & BENEFITS: \$10,924 - \$12,382. Liberal vacation and sick leave plan, eight paid holidays, city paid hospitalization, and life insurance, liberal retirement.

SELECTION PROCEDURE: Will consist of an interview and review of background. Applications will be screened and candidates considered best qualified will be invited for interview.

APPLICATION PROCEDURE: Apply immediately to Personnel Office, Room 104, City Hall, Saginaw, Michigan 48601. Apply by December 3, 1971.

OPEN TO EMERGENCY EMPLOYMENT ACT APPLICANTS.

Hotel, Office Complex Details Are Outlined

Here's a fact sheet on the proposed Hotel Office Complex in downtown Saginaw, Michigan.

HOTEL — High rise, approx. 10 stories in height, 200 to 250 rooms, Public facilities, plus all normal first-grade hotel amenities.

OFFICE BUILDING — High rise, approx. 10 to 15 stories, 200,000 to 250,000 sq. ft. of rentable floor area. Typical floor size: 20,000 sq. ft. per floor. Type of tenants: Major companies and professional firms, excluding medical.

DAILY POPULATION — 1,600+

OVERALL PROJECT COSTS — Approx. \$10,000,000

PARKING — As required by Urban Renewal Plan.

OTHER IMPROVEMENTS — Landscaping and walkways, with greenbelt waterfront, public areas, convenience commercial-retail uses, restaurants, banking facilities.

TIMETABLE — Commence construction Spring of 1972, and projecting 18 months' completion.

BENEFITS TO CITY — Provide jobs during and after construction; provide new tax income for the City, County and schools; and Provide the most important factor in downtown — People.

THE ARCHITECTS — Associated Professional Consulting Services, Saginaw, Michigan, in association with Blum, Vaporeyan and Mitch, Detroit.

GENERAL CONTRACTOR — R. E. Dailey and Company, associated with Saginaw firms.

Samuel B. Simon is President of the S. B. Simon Realty Group, Inc. of Detroit, Michigan, which has been very active in the redevelopment of downtown areas throughout the Country.

Mr Simon is a native of Detroit and has been active in major real estate development for the past fifteen years. Presently he is building an office building in downtown Detroit which will house the Internal Revenue Service. At one time it was thought that this project would be lost to the downtown area, but Mr. Simon was instrumental in returning it to its rightful place — in the heart of the City.

He has just recently announced another exciting development in downtown Detroit which will provide \$20,000,000 of new office-retail space. This is a twin tower development which will eventually connect with other facilities across Michigan Avenue.

Mr. Simon is also responsible for a plan that would completely redevelop downtown Muskegon, Michigan.

At the present time his firm

is active in building projects with a total value of over \$150,000,000.

On October 18, 1971 the City Council of Saginaw granted us a sixty-day period of time to study, analyze and render our decision on whether or not to proceed with a proposed hotel-office redevelopment program in the downtown area.

It is our pleasure to announce that within one-half the time allotted we are ready to move forward with a renewal plan which should prove to be the catalyst in the complete renewal of the downtown area. Several major companies and professional firms have evidenced their firm interest in being an integral part of our proposed development. They have cited their desire to be tenants in our new office building and hotel complex. In addition, our meetings with certain major hotel chains have been initiated and are promising. They are well aware of the opportunities offered by our complex, especially its proximity to the civic center

with its beautiful convention arena and music hall facilities.

Our final plans will create an exciting waterfront skyline which will complement your new beautiful civic center. The combined activities of these two centers will bring a new life and revitalization to an area which had been lying dormant these past years. Such blighted sites exist in cities of all sizes around the country, and only through the strenuous efforts of governmental agencies, both federal and local, aided by civic-minded citizens, can this deterioration vanish and be replaced once again by beauty, light and activity.

Before getting the shovel in the ground there are still many details which must be completed such as: final contract negotiations with the City, detailed site and building plans, finalized leasing of office tenants and completing negotiations with the hotel chain of our choice. We shall do this as expeditiously as possible. We are grateful for the City's giving us this opportunity.

provided by the addition of a fourth and fifth level onto the present structure. A bridge, spanning the air-rights over Baum Street, will link the proposed five-level auto ramp with the additional parking facilities to be constructed on top of the adjoining Arcade and the Jacobson addition on the former YWCA site. Merchants will continue their present program in which the City is reimbursed for the amount of the customers' parking charge that is validated by the participating merchant.

All of the buildings in the complex will be encased with

a contemporary-styled facade, which will contain a coating of marble chips layered over cement plaster. The exterior will be further unified by dramatic sculptured effect pre-cast concrete arches which will gracefully sweep upward over the entrances. The entire quadrangle will be indirectly lighted by an extensive network of lighting fixtures concealed in the overhang of the building.

The model of the proposed Jefferson-Baum complex was designed and built by the Saginaw architectural firm, Spence, Smith, and Forsythe.

Bazaar Planned By Parents

The Parents Club of Edith Baille School met November 15, 1971, with good attendance. The motive of the Club is to plan social gatherings that will hopefully gain the interest of other parents, children and people in the vicinity.

A bazaar is being planned sometime in December. There will be a bake table, needle works, white elephant and possibly a men's interest table.

Watch one of the following editions of the Valley Star for

the exact time and date.

The Parents Club is working closely with the PTA and have discussed the possibility of a playground and other activities for the benefit of the children and other family members and interested people.

It was also discussed that the library be used on specific days for people who would like to occupy their spare time and also for interested people going to school or taking classes.

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Poems And Readings

BY LILLIAN WILLIAMS
It's nothing less than amazing today,
The way your money seems to melt away;
You go bill paying with a well-filled poke
And when you return you are almost broke.

You are sure you lost at least a twenty somewhere,
But when you add up, you'll find it all there;
And the monthly utilities are one of the curses of men,
You no sooner get them paid but what they are due again.

Then comes insurance to do its little bit,
You get pretty tired but dare not quit;
And there is a time in every month,
When we receive those letters,
With the little windows in the front.

Taxes are another pain in the neck,
And they are attached onto everything you get;
The biggest of all pains is the income tax,
It cuts into your paycheck like a double bladed axe.

Now the question of course is, "How does one save?"
With living cost high enough to throw you into a rage;
Sometime you simply sit and wonder what to do,
Well, don't ask me, friend, I wonder too.

Question

FOR JULIAN BOND, Georgia State Representative.

Whom do you consider to be the greatest black man alive today? Why? — Janet Askins, Carbondale, Ill.

The greatest black man alive today is a man of indeterminate age, with or without a family, with or without gainful employment, with or without any prospect for a future brighter than his past, who manages yet to wake up every morning with the notion that another day must be endured. He is and was the under-pinning of Martin Luther King, Jr., Stokely Carmichael, Booker T. Washington, Malcolm X, and a host of others. Without him, they would not have existed. With him, they and others will build a better tomorrow for us all.

JACKSONVILLE BOYS ASSIST POLICE

Ghetto boys riding in patrol cars in Jacksonville, Florida, are not in trouble — they are part of a team.

300 Police Youth Patrols (PYP's) administer their own volunteer program to learn law enforcement and to personally assist policemen.

PYP is so successful that the boys are limited to an eight-hour shift weekly.

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Beneficial Finance Co. of Saginaw 48607 21 1/2 E. Genesee Ave. System Since 1914 Phone PL 5-8141	Join Camp Fire Girls "Today's Program for Today's Girl" Call: Velma Bell 754-6521 or 754-1463	MARTINEZ GROCERY 1522 Perkins Beer & Wine Take Out Open 7 Days A Week	Kucher's Standard Service Pick Up & Delivery Open Daily 7 A.M. To 10 P.M. 6th At Lapeer Call PL 5-9887	Cambell's Grocery 1227 Corner of Janes & 6th St. Cold Beer, Wine, & Champagne On Ice Phone: 755-9110
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LaFavorite Groc. Meats & Vegetables Beer & Wine Liquor 1401 N. Sixth St. Phone: 754-5297	NORTHEAST SAGINAW COMMUNITY Federal Credit Union 9:30 a.m. - 5:00 p.m. - Mon., Tues., Thurs., Fri. - 9:30 a.m. - 12:00 Noon - Sat. Phone 754-2309. We Sell Money Orders.	JOHN EGLOFF REAL ESTATE HOME TRADING SPECIALISTS List with us - We promise you - * Aggressive Advertising * Intelligent Selling Methods * Multiple Photo Listing * Personalized Service Call 793-6060 - 3121 Davenport	<i>Space For Rent</i>	T.C.M. Travels Clothes Mission Church of God in Christ 430 S. 13th New & used clothing for families in need. We hope for your continuing support in this work. If you have new or used clothing to donate, contact us at 752-2419.
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The Star And Me

Continued From Pg. 1

Another spot on the scene was the Blue Note and Mr B's. Too grooving joints during the strike of the Chevrolet foundry. Slowly, but gradually, the paper was picking up in ads and content.

The most beautiful paper, I felt, was the Christmas issue, December 24, 1970. It really brought on the spirit in my eyesight.

Yes, he really slipped one on me. Before I realized it, I was doing some reporting, but really didn't know what I was doing. He conned me into it, but I couldn't refuse him.

Pretty soon, quite a few of the neighboring churches were beginning to call dad to come and get stories which only proved that sometimes a small community paper can offer more to people than those real big papers of the city. This was good, cause churches as well as any other activity needs publication.

The paper was increasing in size every week now. And I was doing more and more work. Some articles were being written for the paper by interested teen-agers, who just wanted to write. All the happenings were getting appointments to be photographed and interviewed, announcements, etc. The demand was getting so great for Valley Star, there even became a mailing list for those who could get a Valley Star as soon as they came out.

The classified section, which is found in the back of the paper, began itself in March of '71, beginning with nineteen ads. Another job for me, he had me going from store to store, in that hawk, trying to sell downtown merchants, community stores, barber shops, etc. a section of our paper.

It surprised me, cause many people did add to our volume. Thanks are out to all participating, from me to you, cause you helped me get out of those dangerous streets, just a little bit earlier.

In our March issue a very well-known woman of the community was interviewed relating her experiences with the children of the community. I'll say this myself, there is no better woman to send your children out to a center, and to be in the hands of Mrs Claudine Wicks. She is a very good woman, I know, cause to this very day, I surely remember how she taught me to tap dance and how to communicate with other kids my age. Unfortunately, I didn't get too far, I think I had three-left-feet, (SMILES) but she tried and tried with me. I remember her time and patience, which is so hard to find nowadays. One very important statement Mrs Wicks made was "LEARNING STARTS IN THE HOME," remember this cause, if more of the parents would stop and think on this, they would know what bag their children are coming from today. We need more people like her in our down-falling community.

Even the big-time businesses were advertising with us. I guess they thought to themselves, "Man, this man's got something here. We had better get into it, cause now our paper was reaching many people and their ads were being read by our readers, that meant more business for them." Why not!!

My interest in the paper was beginning to grow. Mainly because it was starting on the right foot. Not talking about 'Black Power' and "Who's better than who," just a plain down-to-earth paper.

A special issue, I was very fond of was the April issue, stating happy birthday to me, (Judy) that was nice. But what a payment for all my hardships, (Smile).

Hot pants were out, but dig this, "in the cold". They were show-nuff, wearing them too. When the 'Hot Pants of the Week' girl came out, I think we girls forgot any other type of clothing existed, so we wouldn't miss the photographer who took the pictures.

Another pretty big issue was Bethel celebrating its 104th birthday, beginning with an old fashioned revival. Brought back the old days, the good old days. Sometimes many of us wish they would return.

In our 29th issue, July, Model Cities put a section in the Valley Star, which was for the purpose to inform the people of the Model Neighborhood, of a program which was here in Saginaw to help them. The Black and Brown people. The fact that "there is a need to get involved" was being stressed to the people.

Somehow, I still feel it hasn't gotten across to the people plain enough for them to understand. There is a need to get involved in more ways than one. Look, how many of your next door neighbors have been robbed. Did you get involved? How about your home, wouldn't you want someone to get involved?

'People Speak' is a very interesting section of the Model Cities pages, it gives the people a chance to voice their opinion, if they have one. This was the problem, how many do? I'm faced with this every week. Its hard on anyone to have to meet the public, but to squeeze information out of them is something else, believe me, I know.

Dad got his office downtown now. This gave him and the paper plenty of space. It looks pretty nice too. Well, they tell me, or shall I say they told me, 'Girl, it's not what you know anymore, it's who you know.'

Each week someone would roam through the Model Neighborhood gathering Model Cities news. A staff member who's stories I quite frequently read are Miss Demene Hall's, they always seemed to snatch my eye in the paper. She is a young lady who can meet the public and really communicate.

Around this September, I had made the switch. I joined the staff. Yes, I became a Model Cities news staff member. Here I am, still here, and enjoying my job as a reporter. It's really nice to be able to come out and meet people. This type of job is

different, it offers so much more than an everyday routine. The different activities offered each day, week and month, makes it easier for me to get up in the morning to come to work. There is much experience involved in newspaper work.

One overwhelming story I wrote, was the "Big Brother, Inc. Reaches Its 200th Big Brother." Doing this interview made me see the importance of companionship between a boy and his father and there is a definite need for such a relationship. I met the first big and little brother of Saginaw.

One story wrote by Dad which really said the words like they were supposed to be read, was the editorial on the late Mr Edward Cox, known as (Baby Ray), "One Helluva Hole on 6th & Myrtle." This one must have hit the spot, cause our phones were really hot. Everyone was calling in expressing their interest in such a well-written story. Mr Colvin extends his thanks for your appreciation. Personally, I never met him, but he must have did something for somebody.

One thing that fascinated me was the naming of the new I-675 bridge after a black man, Mr Henry G. Marsh, former mayor of Saginaw. Stop and think, how many bridges, buildings, or just anything is named after one of us. This is a beginning, let's keep it going. An example of our struggle for progress and prosperity.

Well, my last words are you and I and many, many more, can see Valley Star has crossed the bridge of troubled waters and it's on the ground now. As I think back to the small amount of interest and faith I contributed to the beginning of this paper, I can really say I was wrong and I'm not ashamed one bit to admit it. It has gone a long way. I wish Valley Star all the success that can possibly draw toward it, cause just being able to go to a press conference, with you now, the big people of Saginaw and hear them say, "You really got a nice paper there Mr Colvin, makes me feel good to see them look up to some of us Black people, some do deserve the credit where credit is certainly due."

"IF YOU HAVEN'T READ ONE, GET ONE AND SEE WHAT YOU'RE MISSING."



Party Is Planned

Ricker PTA will hold a card party on November 29 at 7:30 p.m. The General Chairman is Mrs Dawn Spindler, special comm. Mrs William Bierschback and Mrs Douglas Covington, favors, Mrs Milton Waldie and Mrs Richard Kulow, door prizes, Mrs Hoover Carter, table prizes, Mrs David Lasecki, publicity, Mrs Thaddieus Cobb and Mrs John Tafel, refreshments, Mrs Earl Johnson and Mrs Alphonso Gibbs, Tallies, Ricker Girl Scout Troop 94, hostesses, Cadett Girl Scout Troop 46 and tickets, Mrs Clark Fechter and Mrs William Bradfield. Tickets are available at the door.



Chris and Mark Colvin congratulating Dad

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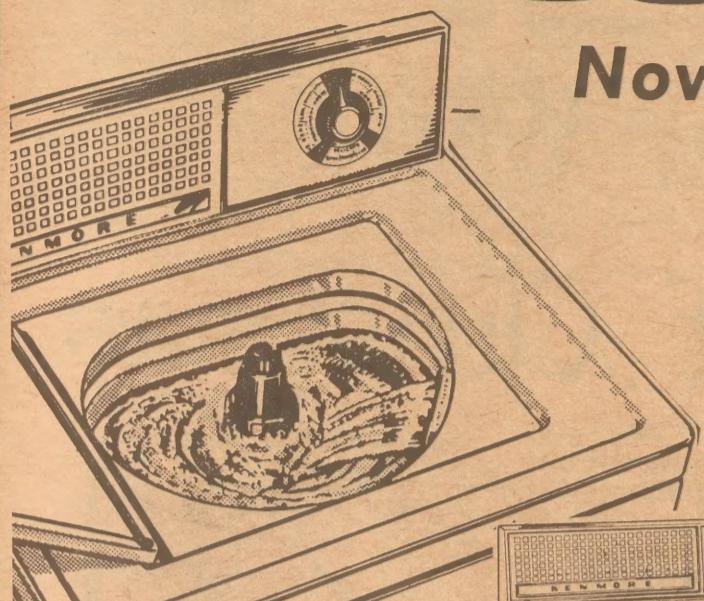
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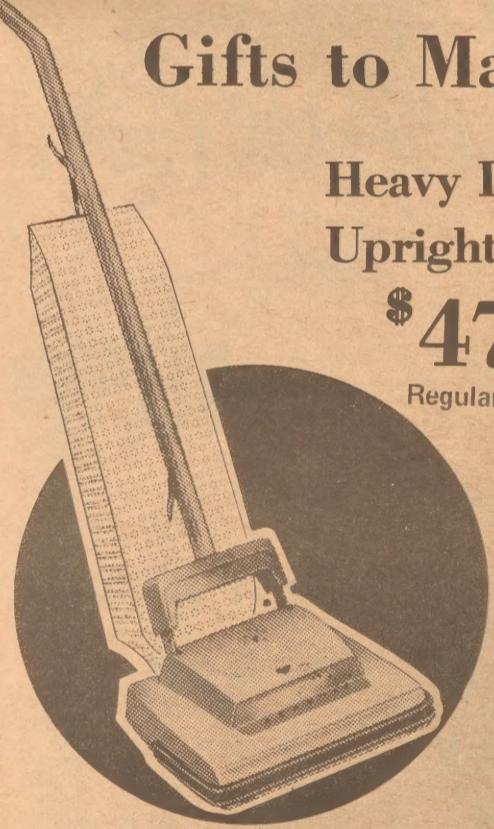
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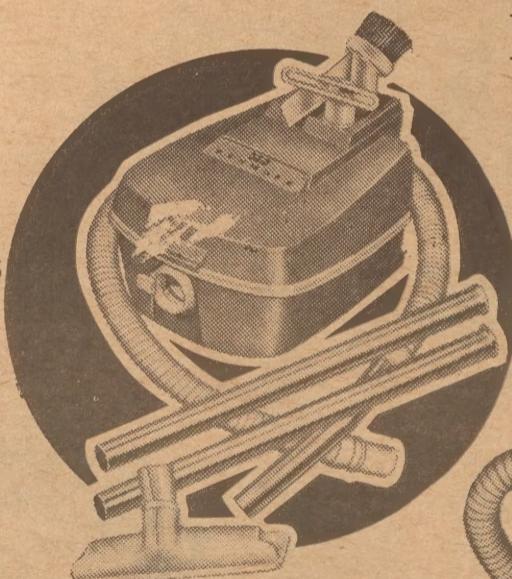
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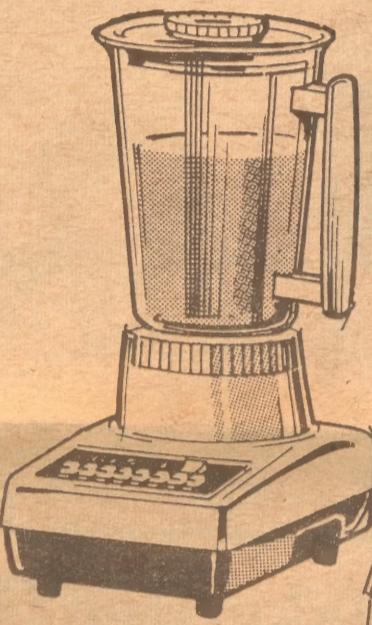
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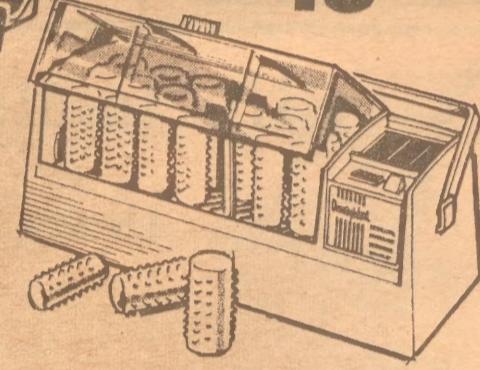
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Joyce's Place



To the many readers of the Valley Star, I would like to introduce Randy Heflin who is now permanent resident of Saginaw. As many of you know, Randy is a part-time disc jockey for our black owned and operated radio station WWS but he is better known to his fans as THE WEEKEND WARRIOR. Randy also works fulltime at WNEM Television in the Sales & Service Department. For a person who has always been interested in the world of television and radio, Randy has a very good start and a excellent background for this field. Starting off at Ferris State College, Randy majored in Sociology and minored in speech and public speaking. There at Ferris, they had campus broadcasting which he tried for but did not make it into their apprenticeship. After about two years, he transferred to Wayne State College in his home-town of Detroit. There he took classes in television

performance and entered mass media. Randy began broadcasting afternoon shows from the college. While going to school at Wayne State, Randy met Bruce Morgan who was then working for WWS radio station on the weekends and going to school during the week. It was through Bruce that Randy obtained his part-time job at WWS as a weekend disc jockey, after being interviewed by the manager. It sure pays to know someone in radio, Randy said. Randy's first weekend broadcasting here in Saginaw was not his first time on the air but it was his first time broadcasting to a commercial audience which makes a big difference. The people here in the Valley proved to be very warm and wonderful because their response to this young man was truly great. Randy said his first day on the air here was really beautiful; people called to let him know that his

show was together and that his style was coming on strong with them. By these people letting Randy know their feelings, that he was being appreciated, this gave Randy a lot of encouragement to keep pushing which he did. The people let Randy know that his show was really together. Another person who greatly encouraged Randy was Nat Keller, News Director for Station WCHB. Nat Keller, a very together blue-eyed friend of Randy's, always talked to Randy when he felt down and discouraged about different things concerning radio or his voice style. To the people, his voice was together but to the performer, it was an inner thing that he wanted improved to his own satisfaction. Keller is the man you often hear giving Randy his proper. You hear him saying lines like, "you're listening to Ran Heflin, just doing his thing" and Ran Heflin is a bad, bad cat; no brag, just fact. He really helps Randy get it together.

A person can excell a great deal in a field which he is really interested in. Along with being interested, goes hard work and understanding. Working here in Saginaw at WNEM has enabled Randy to be in contact and learn all facets of television. Also with this station he has an excellent chance for advancement in this field. Detroit is a big city compared to Saginaw and I wondered why Randy made the move here. He told how the situation was as far as this field was concerned. He said that Detroit is the fifth largest market in radio and

television in the world and it has many radio and television stations. Even if a person is truly interested in this type of work, so are many others and it's hard to break into radio and television period; even more so in Detroit. Randy was fortunate to get the job at WNEM. It was a case of being at the right place at the right time. Everywhere you go, there is bound to be some hassles about something or a problem. Finding housing was Randy's main problem when he first started working here for the television station. He found many of the renters were prejudiced but housing

was a must, so he just kept looking until he found the type of housing he needed and the kind he could afford. Other than this, the move from Detroit was fine. He already knew that the people here were pretty well together; they were friendly and nice to be around. Saginaw, being a small city, appealed to him because of its friendly atmosphere, out among people and at both jobs, where in Detroit, the atmosphere tended to be very different. Randy stated that his hometown is big and congested. This too was another reason for making his move here. "The people here really make you feel welcome," Randy said. Like the times when he was just here on weekends, many of his listeners called him, treated him to home-made barbecue dinners on holidays and came by the station to meet him and say hello. He said this was beautiful gesture from beautiful Black people. They called him when he was doing his last show for the weekend to wish him a safe trip back to Detroit. Saginaw truly has some very together people.

March 8, 1971 will mark Randy's second anniversary with WWS radio station. He stated that he has worked with some real beautiful people and has enjoyed his work here. Life isn't all work, there has to be some pleasure time. Randy likes to go horseback riding and likes to read Black literature. Women are also a favorite past-time (as it is with all men.) He thinks there are some very together

RANDY HEFLIN

See JOYCE, Pg 16

BEST WISHES TO JIM . . . and the growing VALLEY STAR



It doesn't seem possible that 12 months have passed since a stranger by the name of Jim Colvin walked into the office of my country newspaper out at Caro.

In the weeks and months since that first meeting, I have gained a warm friendship and respect for that stranger of a year ago . . . a friendship and respect that has enriched me in my knowledge of his world and excited me by his aspirations and dreams.

I wonder whether any of you readers fully appreciate what it means to run a newspaper — much less start one. As a newspaperman of more than a dozen years, I have quite marvelled at the courage of Jim's undertaking. He began with no formal training in the field, he began on a financial shoestring and with handicaps and shortcomings that would have scared anyone else.

But Jim was determined to make his newspaper go . . . and through some pretty tough months, when no one seemed to care but Jim himself, he sacrificed and scraped and pushed and pulled and kept the Star going.

Jim has come a long way in the first year . . . and he'll be the first to admit that he still has a long way to go . . . but he has achieved the framework of more stable financial support, has demonstrated this publication is a worthy sales tool for his advertiser, had put forward the positive aspects of his very special community, and for the first time, has given his very special and unique community a voice of its own.

In the last year, it has been our privilege to take Jim's stories, editorials, pictures and ads and transform them into the printed pages of The Valley Star. We have had the special pleasure of working closely with him and as a result have shared with him his frequent heartaches and disappointments as well as his triumphs and moments of happy accomplishment.

As Jim begins his second year of publication, all of us at the Tuscola County Advertiser extend to him sincere good wishes for success and growth and we sincerely hope that the people to whom Jim had dedicated his newspaper will support him fully and totally.

Tuscola County Advertiser

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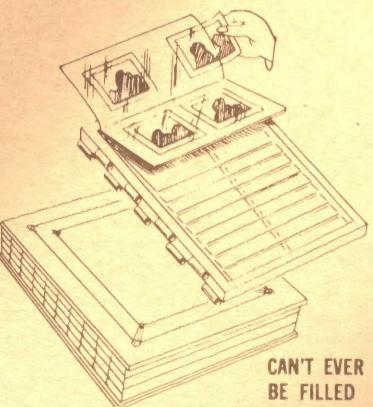


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Consumers Want to Know

by MARGARET SPADER
Director of Consumer Affairs
National Association of Manufacturers

Why are foods allowed to be sold that do not list ingredients on the label? Isn't there a law requiring this?

There are around 200 basic food items that have standards of identity—a recipe set by Federal law. They are: bread, mayonnaise, salad dressing, canned fruits and vegetables, jams and jellies, etc., and are not required to list ingredients on the label. However, if these foods have artificial colors and flavors or chemical preservatives, these ingredients must be declared on the labels with the exception of butter, cheese and ice cream. If a single ingredient is substituted in foods that have standards of identity, the product must be labeled "imitation" and all ingredients listed on the package.

Joyce's Place

Continued From P15

women here in Saginaw.

When asked what his future plans were as far as how much time he will spend here in Saginaw, Randy said he thinks he will be around for awhile, making Saginaw his permanent home until there is a chance for a greater advancement in this field. To Randy, this is your official welcome from JOYCE'S PLACE along with the Valley Star. May your stay here be long and prosperous.

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